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STRANGE TALE BACK OF NEW GASOLINE



Top photograph shows delivery of the formula of General Mobilgas and a sealed gallon of the fuel to General Petroleum Corporation by officials of the Railway Express Agency. Center, test car at Moose Factory, Canada; bottom, another test car in the inferno of Death Valley.

Launching of General Petroleum Corporation's 1934 sales campaign yesterday in conjunction with the introduction of its new product, General Mobilgas, brings to light the curious fact that for the first time on record a gallon of gasoline has been shipped from New York to Los Angeles as closely guarded as though it were gold, platinum or precious stones. In fact Railway Express Agency, in charge of it, classed it under the heading of large value shipments, bullion, etc. Vigilance was not relaxed even when it reached the west coast, for there it was transported by armored car to General Petroleum headquarters. The shipment arrived in Los Angeles shortly after the famous Torrance test cars which have been familiar on the Pacific Coast for several weeks past. These cars had just completed a transcontinental run without radiators, the last of a long series of grinding tests made over the past three years which has resulted in the discovery of a secret formula from which had been produced the treasured gallon of gasoline. It had been sent from the New York headquarters of the Socony-Vacuum Company, of which General is the Pacific Coast affiliate, and no changes were allowed to be made on either the formula or the new fuel until ready, a day.

Tells Mills
The entire episode, as well as yesterday's introduction of General Mobilgas to the Pacific Coast, is a part of the outgrowth of one of the most interesting stories in the history of the petroleum industry, according to A. H. DeFries, vice-president in charge of sales for General Petroleum Corporation.
"Some years ago," he said, "General executives, together with those



The Price of a Newspaper

Is the Daily Operating Cost of an Automatic Gas Water Heater....

A nickel a day is the average operating cost of an automatic gas water heater. That means an abundant supply of ever-ready hot water for 24 hours.

Natural gas is the bargain of the family budget, performing every heating service not only more economically, but also more conveniently and reliably than it could be done otherwise.



Modern gas ranges cook entire meals unattended, while the home manager is miles away. Simply set the time and temperature controls and go! Look for the Seal of Approval of the A. G. A. Testing Laboratory on the model you select.

SEE YOUR DEALER
or Southern California Gas Company
Corner Post and Cravens Avenue, Torrance

**Vote Early
Polls Open
6 A. M. to 7 P. M.**

HOW SHALL I VOTE?

Torrance Municipal Election, Monday, April 9
To Help You Decide This Important Question, You Will Find Below The Announcements of the Principal Candidates and Propositions on the Ballot.



(POLITICAL ADVERTISEMENT) (POLITICAL ADVERTISEMENT)

ELECT

WILLIAM H. "Bill" TOLSON

COUNCILMAN—2-YEAR TERM
CITY OF TORRANCE, CALIFORNIA

A resident and businessman of Torrance for over 20 years
Successful - Progressive

(POLITICAL ADVERTISEMENT) (POLITICAL ADVERTISEMENT)

Vote For

W. H. "Bill" STANGER

COUNCILMAN
FULL TERM

A Vote For Bill
Is a Vote For
YOU!



(POLITICAL ADVERTISEMENT) (POLITICAL ADVERTISEMENT)

"One Good Term Deserves Another"

RE-ELECT
Councilman

JAMES E. HITCHCOCK

FULL TERM
CITY COUNCIL

His past record has proven him to be—
Competent
Impartial
Honest

He's a Good Man to Keep
On the City Council



(POLITICAL ADVERTISEMENT) (POLITICAL ADVERTISEMENT)

Vote For . . .

E. N. Tomkins

For City Treasurer

A Resident of Torrance for 17 years. A Property Owner and Taxpayer 16 years. Has taken an active part in the civic affairs of the City of Torrance. Always working for that which was for the best interests of the citizens of Torrance; has been a member of the Brotherhood of Painters and Decorators of America 34 years; has held the office of secretary in various Locals 10 years; also has served as treasurer 7 years; has been contracting 25 years and is very well known in Torrance. As for his Reliability and Honesty we leave that for the Citizens of Torrance to judge by their own observations and personal contact with him. If elected to the office of City Treasurer the people will be assured of Faithful and Conscientious Service, so

VOTE FOR ERNIE

(POLITICAL ADVERTISEMENT) (POLITICAL ADVERTISEMENT)

TO THE VOTERS OF TORRANCE!

As it will be impossible for me to leave my business and see you all personally, and as I will "not" get anything from the "boys" who have something to put over or sell, I am taking this means of thanking you for your vote.

And when elected, will do all in my power to give you a New, Square, Honest Deal, and Business Administration for "All" the people of Torrance.

I have been in business in Torrance 10 years, and still making an honest living.

TO THE UNEMPLOYED—VOTE FOR ONE WHO CAN AND WILL DO SOMETHING FOR YOU.

(POLITICAL ADVERTISEMENT) (POLITICAL ADVERTISEMENT)

ELECT

JOHN "Jack" Murray

COUNCILMAN
(FOUR YEAR TERM)

Not Affiliated With Any "Cliques" or Private Interests

ELECTION, MONDAY, APRIL 9, 1934

Your Vote Is Earnestly Solicited!



(POLITICAL ADVERTISEMENT) (POLITICAL ADVERTISEMENT)

VOTE FOR

W. E. BOWEN

FOR
CITY TREASURER
Monday, April 9, 1934

ELECT A MAN WHO WILL KEEP
ABREAST WITH THE TIMES!



(POLITICAL ADVERTISEMENT) (POLITICAL ADVERTISEMENT)

L. W. Simmons

TWO-YEAR TERM CITY COUNCIL

(POLITICAL ADVERTISEMENT) (POLITICAL ADVERTISEMENT)

Re-Elect

A. H. BARTLETT

For
CITY CLERK

The duties of the City Clerk require technical knowledge of municipal law and procedure. The coming four years are especially important, and require the experienced aid of trusted and competent municipal officers. One error may invalidate vital proceedings and prove costly to taxpayers.

It is significant that in the 12 years that City Clerk Bartlett has held his position, there have been NO IRREGULARITIES—NO BLUNDERS—NO SCANDALS, connected with his office. This is because he KNOWS HIS JOB.

He is not affiliated with any special groups or "tickets." He is asking your support solely on his past record.

"Keep a Good Man On the Job"



(POLITICAL ADVERTISEMENT) (POLITICAL ADVERTISEMENT)

SUPPORT

ROBT. F. "BOB" LESSING

Councilman
2-Year Term

REPRESENTING THE
WORKING MAN—IN A
WORKING MAN'S TOWN

To All Candidates!

Your announcement in this section will reach EVERY VOTER in Torrance, as well as their friends in nearby communities, at a small cost. All ads are run in the Shopping News—WITHOUT EXTRA CHARGE!

—Torrance Herald.

(POLITICAL ADVERTISEMENT) (POLITICAL ADVERTISEMENT)

Why Should We Vote FOR

Al. Gourdier!

For City Clerk

1. Because he is a native son and merits as such your consideration.
2. He has been a resident of the city since it emerged from its embryonic form until now it covers 14 1/2 square miles of territory and boasts over 8000 inhabitants—he knows its problems.
3. First president of your Chamber of Commerce, marking first organized movement on the part of the Torrance citizenry.
4. Your postmaster for 14 years, always ready to serve you with utmost courtesy and at all times ready to assist you not only with your postal problems but in many others—more personal.
5. A veteran of the Spanish American War—always a friend and advisor to veterans of all wars—many American Legion men will gladly testify to this fact.
6. He has been a partaker and backer in every public movement looking toward the advancement of Torrance and the welfare of its inhabitants since its inception as a city.
7. Because he is a property holder and knows the interests of every citizen from that point of view. Your interests are the same as his.
8. Because he is fitted by experience and practice to serve you as City Clerk and citizen and guard your interest from self-same motive and with like zeal he would guard his own.
9. A Vote for Al Gourdier means a Vote for the best interest of Torrance and its citizenry.

ELECTION POLLS CLOSE AT 7 P. M.
MONDAY, APRIL 9

(POLITICAL ADVERTISEMENT) (POLITICAL ADVERTISEMENT)

Candidate for CITY CLERK

CHARLES A. "CHICK" CURTISS

May I Have Your Support?

(POLITICAL ADVERTISEMENT) (POLITICAL ADVERTISEMENT)

11 Reasons Why Civil Service Ordinance For Firemen and Policemen Should Be Adopted:

- (1) Members will be selected and promoted only after competitive examinations, both physically and mentally.
- (2) Promotions must come up from the lowest ranks, no ranks being skipped.
- (3) Physical qualifications must not be less than that required for recruits for the United States Army.
- (4) A probation period of six months must be served, before appointments become permanent.
- (5) Discipline and efficiency will be assured because the Chief of each department is given absolute control over his department, including the discharge of employees.
- (6) Dissatisfaction among employees will be eliminated as they are assured of promotion if they merit the same.
- (7) Political and religious affiliations or beliefs have no bearing on the selection or promotion of employees—merit being the sole qualification.
- (8) Stability of employment assures greater efficiency and interest on the part of the employee, because he knows that if he fails in either particular, there will be others eligible for the job and he may be discharged therefore.
- (9) Drunkenness on duty is absolute ground for discharge.
- (10) No employee can be discharged for purely political reasons, thus assuring the retention of efficient employees.
- (11) The members of the Civil Service Commission act without compensation and the passage of the ordinance will not increase the tax rate.

(POLITICAL ADVERTISEMENT) (POLITICAL ADVERTISEMENT)

VOTE FOR FANNY C. KING

CITY TREASURER
Torrance, California
Election, April 9, 1934

Resident of Torrance for 14 Years
Real Estate Broker in Torrance For 12 Years

CAPABLE - - - TRUSTWORTHY

(POLITICAL ADVERTISEMENT) (POLITICAL ADVERTISEMENT)

RE-ELECT
YOUR FRIEND

HARRY H. DOLLEY

for CITY TREASURER

ALWAYS FAITHFUL
ALL WAYS

A Spotless Record of Faithful, Industrious Service